

30. (New) The color-enhanced crumb rubber according to claim 29, wherein said titanium oxide is titanium dioxide.
31. (New) The color-enhanced crumb rubber according to claim 26, wherein said latex-based colorant comprises 5-50 percent by weight elastomeric latex-based binder.
32. (New) The color-enhanced crumb rubber according to claim 26, wherein said latex-based colorant comprises 10-70 percent by weight pigment.
33. (New) The color-enhanced crumb rubber according to claim 26, wherein said latex-based colorant comprises 0-85 percent by weight water.
34. (New) The color-enhanced crumb rubber according to claim 26, wherein said latex-based colorant further comprises at least one of a defoamer, a surfactant system, a thickener, and an antioxidant.
35. (New) The color-enhanced crumb rubber according to claim 26, wherein said crumb rubber further comprises a vulcanizing agent.
36. (New) The color-enhanced crumb rubber according to claim 26, wherein said pigment comprises an organic pigment dispersion.
37. (New) The color-enhanced crumb rubber according to claim 26, wherein said elastomeric latex has a solids content between 25-75%.
38. (New) The color-enhanced crumb rubber according to claim 28, wherein said pigment comprises an organic pigment dispersion.
39. (New) The color-enhanced crumb rubber according to claim 26, wherein said rubber substrate is a crumb rubber substrate.

40. (New) A color-enhanced crumb rubber comprising:
a crumb rubber substrate; and
a latex-based colorant, said latex-based colorant comprising
10-70 percent by weight pigment;
5-50 percent by weight latex binder; and
0-85 percent by weight water.
41. (New) The color-enhanced crumb rubber according to claim 40,
wherein said latex binder comprising an elastomeric latex selected from the
group consisting of natural rubber, synthetic rubber, and a mixture thereof,
wherein said elastomeric latex forms lattices or colloidal dispersions of
polymeric material in a water-based system.
42. (New) The color-enhanced crumb rubber according to claim 40,
wherein said pigment further comprises an opacifier selected from the group
consisting of titanium oxide, zinc oxide, zinc sulfate, and barium sulfate.
43. (New) The color-enhanced crumb rubber according to claim 42,
wherein said titanium oxide is titanium dioxide.
44. (New) The color-enhanced crumb rubber according to claim 40,
wherein said latex-based colorant further comprises at least one of a
defoamer, a surfactant system, a thickener, and an antioxidant.
45. (New) The color-enhanced crumb rubber according to claim 40,
wherein said pigment comprises an organic pigment dispersion.
46. (New) A color-enhanced crumb rubber comprising:
a crumb rubber substrate; and
a latex-based colorant, said latex-based colorant comprising
10-70 percent by weight pigment, said pigment including
titanium dioxide;

5-50 percent by weight latex binder, said binder comprising an elastomeric latex including at least one of a natural elastomer and a synthetic elastomer, said elastomer selected from the group consisting of styrene butadiene rubber, nitrile rubber, butyl rubber, polychloroprene rubber, and ethylene-propylene rubber; and
0-85 percent by weight water.

47. (New) The color-enhanced crumb rubber according to claim 46, wherein said pigment further comprises an organic pigment dispersion.

48. (New) The color-enhanced crumb rubber according to claim 46, wherein said elastomeric latex comprises a solids content of between 25-75%.